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SOUTHERN AFRICA

SUCCESS STORY

New Publication Informs and Empowers

The USAID Southern African Trade Hub empowers stakeholders with information on relevant trade issues

SOUTHERN AFRICA GLOBAL COMPETITIVENESS HUB

INSIDE SOUTHERN AFRICAN TRADE

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The SADC Heads of State and Government Silver Jubilee Summit concluded on August 11 in Gabarone, Botswana, with renewed commitment to establish a free zone by 2010 and to increase intra-regional trade over the next three years. The Summit also saw the entry of a new member to SADC—Madagascar.

Against this backdrop, and as an edge closer to the WTO Ministerial Meeting in Hong Kong in December, this issue is dedicated to the theme of multilateral and regional trade agreements.

We present a range of articles under this theme, looking at the effectiveness of regional cooperation around issues such as surging Chinese textile exports, the end of the EU's textile quota subsidies in the EU and US and the negotiation of Economic Partnership Agreements (EPAs) with the EU.



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Through making available, in a concise and accessible format, reliable and regular information on trade-related issues, USAID is empowering policy makers and private sector actors to better define, articulate and defend their interests.

The news publication also contributes to breaking down negative perceptions about the region that exist abroad.

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At the end of May 2005 Southern Africa got its first specialized quarterly news publication covering trade related issues relevant to the region.

Designed to complement other activities undertaken by the USAID Southern African Trade Hub to enhance Southern Africa's trade competitiveness and further USAID's strategic goals of economic development and growth in the region, INSAT is distributed electronically and in hard copy to over 5,000 stakeholders in the region and beyond. The news publication's target audience includes policy makers, the private sector, regional civil society, donor community, and interested parties outside the region.

The dearth of reliable and regular information on trade-related issues in Southern Africa adversely affects the ability of our stakeholders to define, articulate and defend their interests. The lack of information about Southern Africa has also contributed to negative perceptions of the region as a high-risk investment destination.

INSAT addresses these issues by providing clear and concise reporting on a number of issues that affect trade and competitiveness in the sub-region. The objectives of the news publication include: the promotion of good practice with relation to trade and competitiveness by highlighting innovative approaches; highlighting success stories to help promote a positive image of the region; the introduction of trade related resources; highlighting initiatives and activities undertaken or supported by various US agencies and by the U.S. Administration to support development in the region; providing in-depth analysis of some key trade related issues that have been overlooked or underreported by the media in the region.

The first four issues of INSAT were received with great enthusiasm that confirmed the region's need for such a publication.

"It is a great paper – I really think this is a great service to all of us in the field." Carrie Walczak, USTDA

"I read you last issue of INSAT dedicated to Hong Kong and found it being an excellent putting together of valuable and insightful materials." Luis Eduardo Sitoe, National Director for International Relations, Ministry of Industry and Trade, Mozambique

"Thank you very much for such an informative newsletter." D. Njowa, SADC Desk Officer, Ministry of Foreign Affairs, Zimbabwe

"Congratulation[s] – this is a very good effort in concise reporting on regional issues." J.A.H. Hoffmann, Senior Trade Advisor, Namibian Agricultural Trade Forum